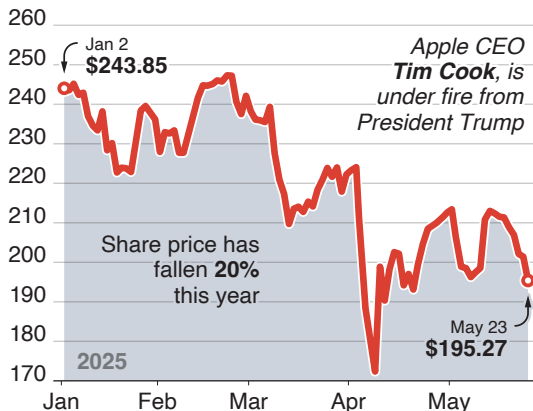


Trump takes aim at Apple amid deepening woes

Apple is having a remarkably miserable year, further exacerbated by President Trump's recent threat to add a 25% tariff to iPhones made anywhere except the United States

APPLE SHARE PRICE (\$, year to date)



WHERE THINGS ARE GOING WRONG FOR APPLE

🍏 2025: Despite being technical marvel, its **Vision Pro** mixed-reality headset, released to great fanfare in Feb 2024, is commercial flop, with firm realising it's not worth continuing this approach

🍏 Mar 7: Apple postpones release of updated AI-infused **Siri** digital assistant, raising fresh fears about its ability to compete in race to adopt artificial intelligence

FORTNITE

🍏 Apr 30: In major victory for **Epic Games**, Apple suffers stinging defeat when judge rebukes its executives, saying they had "outright lied under oath" – ruling Apple must stop taking **27%** commission on sales from apps outside its **App Store**. Apple forced to reinstate Epic's popular **Fortnite** video game after years of legal acrimony

🍏 May 21: **Jony Ive**, friend of late **Steve Jobs** and former Apple chief designer, who became estranged from Cook and left in 2019, joins **OpenAI** to build potential **iPhone** competitor

🍏 May 23: President Trump, seemingly annoyed by Cook's refusal to join him on tour of **Middle East**, threatens Apple with **25%** tariffs on iPhones sold in U.S. that are not built there